



F. V. Natale

Region Business Manager

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January 21, 1997

To: Division Managers
Key Account Managers
Account Managers

RE: Cigarette Stores

Ladies and Gentlemen,

During March, we will begin proactively approaching a certain number of our Partners to open cigarette stores in targeted geographies. Prior to doing so, we need to identify who is interested in getting involved in this segment and to what degree.

You have been contacting Chain and Direct customers to discuss the FDA regulations as well as explain the growth of the CS segment. At some point following these meetings, we should have a reasonable understanding relative to where people stand regarding future expansion of this segment.

To assist in this targeting process, We'd like to get some feedback for each Chain and Direct Account in the Region. Most importantly, we need to identify:

1. Who is interested in participating in the segment and to what degree of urgency (i.e.: ready to pursue tomorrow or in 6 months).
2. What trading areas are they interested in?

Please respond via E-Mail or fax (handwritten is fine) by Monday, February 10, 1997 for accounts you or your SR's have responsibility for. The responses do not need to be lengthy. The following examples will assist you in this project.

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Examples

ABC Chain (CID #1234-00-00)

- Interested in testing concept. Approximately 5 - 6 stores.
- Ready to begin work to get location set up ASAP.
- Present stores are targeted in the Greater Buffalo area. Would probably want to operate in this geography. Also willing to open new location.

ABC Wholesaler (SIS #123456)

- Interested in opening 1 or 2 locations.
- Early summer would be earliest date.
- Would like to set up in Southern Vermont area.

ABC Chain (CID #1341-00-00)

- Not interested in converting stores. Will milk category under present set up.

Thanks for your assistance.

Sincerely,

Fray Natale

cc: Bill Roth
Stephen MacLeod

FVN:lkb
1/21/97\cigstore.doc

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To: Duszynski, R, Noonan, R, Tanchyk, R, Zecca, Anthony, Schwalm, S, Alessandra, C, Battle, Herbert,
Myers, Keith, Ridge, Robert, Westenberger, R, Keeney, David, Macleod, Stephen, Mclean, James J.
From: 1600 - Buffalo Region (BRZEZIE)
Posted: 1/21/97 17:19
Opened: 1/22/97 5:43
Subject: Cigarette Stores

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